

Position Public Relations and Marketing Intern
Owens Burton Consulting
www.owensburton.net

Application Deadline: June 13, 2019 *or until positions are filled*

Positions: Two (2) Part-time, Stipend

Internship Period: Summer 2019 (flexible)

Description

Nadine Owens Burton, President of Owens Burton Consulting – a quality improvement services and speaking company – is searching for two (2) conscientious interns to support the multi-tiered marketing and public relations for her business and the publication of her first book based on one of her proprietary quality improvement themes: *What Color Is Your Imagination?*

The interns who are selected to fill these positions will have a hands-on opportunity that will be a cross between a consultancy-style relationship with Ms. Owens Burton, where you will help to enhance the plan she has already created; and a fast-paced learning incubator, where interns will gain real world experience in the marketing involved in the launching of a product. Much of the work will be self-directed, therefore candidates must have the ability to take general results guidelines and create strategies for actualizing the desired outcomes.

Responsibilities

- Assist in scheduling and coordinating interviews, press events, and elements for media outreach
- Assist in writing press releases and other materials
- Assist with all media outreach including press mailings, launch events, cultivating relationships
- Search for and format press mentions
- Create or update media contact databases
- Contribute creative ideas for PR outreaches to media to support launch, events and mailings
- Assist in the creation and curation of content for various social media platforms and website
- Utilize social media to engage with a community of readers/followers online
- Monitor trends and suggest new ideas for website and social media content
- Assist in the creation of a book tour schedule including book signings and speaking events

Requirements

Students applying for this internship must have strong communication skills and should be majoring in or have a degree in one of the following:

- Public Relations
- Communications
- Marketing
- Journalism
- Mass Media Arts/Filmmaking
- Entrepreneurship

If you are not in one of these majors, make a strong case why you should be considered in your cover letter.

Applicants should have strong writing skills, as well as a solid and diverse understanding of social media. They should prefer challenge over comfort, a fast pace, new ideas, and an unstructured environment.

Only candidates proficient in Microsoft Excel and other Microsoft Office applications need apply. Exceptional and competitive candidates will also have experience in social media content management systems, video editing, crowdfunding platforms, or all three.

Will also consider retirees and teachers on summer vacation for these positions.

How To Apply

Email your resume and cover letter to nburton@owensburton.net. Have “**OBC Internship 2019**” in the subject header. In the cover letter, be sure to briefly and efficiently address how you meet the requirements of the position.

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